



Exhibit Contract

MIDWEST FOODSERVICE EXPO 2019

MONDAY MARCH 11 • TUESDAY MARCH 12 • WEDNESDAY MARCH 13



Wisconsin Center, Milwaukee, Wisconsin • Produced by Wisconsin Restaurant Association

ALL SUBMITTED CONTRACTS ARE BINDING REGARDLESS OF PAYMENT. Questions? 608-270-9950

A EXHIBITOR INFORMATION exactly as it is to be listed in the Official Show Program & Exhibit Directory distributed at the Expo:

Firm Name: _____
 Address: _____
 City/State/Zip: _____
 Telephone: () _____
 Toll Free: () _____
 Email Address: _____
 Web Address: _____

B MAILING INFORMATION for primary exhibit contact. This information will not be used for any other type of communication and will not be released to the general public.

Contact Person: _____
 Title: _____
 Firm Name: _____
 Address: _____
 City/State/Zip: _____
 Telephone: () _____
 Email: _____
 Marketing Contact Name: _____
 Marketing Contact Email: _____

C EXHIBIT SPACE RESERVATION POLICY & PROCEDURES

- All contracts submitted to WRA are binding regardless of payment. However, a specific exhibit space location will only be assigned when the signed contract and deposit (50% of total exhibit fees) are received. Deposit is not refundable after May 31, 2018. All contracts received after January 11, 2019 must include payment in full.
- Special services including gas, water, electric, phone and tables are not included in booth rental fees and must be ordered separately from the contractors listed in the Exhibitor Service Manual. This manual will be available approximately two months prior to the show.
- WRA reserves the right to refuse contracts and return payments once all designated exhibit spaces are filled on a first-come, first-served basis. Show management also reserves the right to change your booth location if necessary.
- Exhibit space must be paid in full by January 11, 2019.
- Each exhibitor is required to provide WRA show management with a certificate of insurance which verifies that the exhibitor is covered for loss or damage to property and liability for personal injury. This policy must cover the dates of the show, including move-in and move-out. Absolutely no exhibit setup will be allowed until a certificate is on file with WRA.

Cancellation Policy:
 WRA must receive notice in writing of any cancellation or booth downsizing.

Time of Cancellation	Refund Information
Prior to May 31, 2018	Refunded any payment received by WRA with the exception of \$100 held for processing fees.
After May 31, 2018 and prior to September 7, 2018	The 50% deposit amount will not be refunded.
After September 7, 2018	Exhibitor is liable for 100% of the exhibit space rental charge.

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION WHICH ARE PART OF THIS CONTRACT. ACCEPTANCE OF THIS CONTRACT BY THE WISCONSIN RESTAURANT ASSOCIATION CONSTITUTES A LEGALLY BINDING CONTRACT.

Authorized Signature _____
 Title _____

D 1. Please list four booth preferences. If choices indicated have already been assigned, WRA will contact you. If you need gas or water connections, please inform WRA so you are assigned a location with appropriate hookups.

(1st choice) _____ (3rd choice) _____
 (2nd choice) _____ (4th choice) _____

2. Names of companies we do not wish to be adjacent to or across from.
 Note: Show management will make reasonable efforts to separate exhibitors of like products, but no assurance can be given as to such separation.

1. _____
 2. _____
 3. _____

E PRODUCT CATEGORY CODES
Maximum of three (3) listings per 10' x 10' space is included. Do not create your own categories or use brand names. Refer to category code sheet to properly identify product categories/codes for your company. **WRA will accept categories beyond your allotted amounts for \$20 per additional category.** For over six (6) categories, please attach a separate sheet.

Code #	Category Name	Code #	Category Name
1.		4.	
2.		5.	
3.		6.	

F EXHIBIT SPACE FEES
 WRA Member: \$21.30 per square foot
 Standard Rate: \$22.30 per square foot
 Corner: Add \$200 for each corner
 All islands billed at 4-corner rate.

FEET DEEP	X	FEET WIDE (FRONTAGE)	=	TOTAL SQUARE FEET
TOTAL SQUARE FEET	X	RATE \$21.30 (WRA Member) \$22.30 (Standard Rate)	=	AMOUNT \$
NUMBER OF CORNERS	X	CORNER RATE \$200	=	AMOUNT \$
				TOTAL EXHIBIT FEES \$

G PROGRAM UPGRADES
 Add your company's logo to your Expo show program listing for only \$100. This simple upgrade will grab the attention of more attendees and help drive more traffic to your booth.

EXHIBIT FEES \$	+	LOGO UPGRADE \$100 <small>No Thanks</small>	+	ADD'L CATEGORIES \$	=	TOTAL CHARGES \$
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H PAYMENT
 Charge \$ _____ to my: Visa MC Am Ex Disc

Credit Card # _____
 Name on Card _____ CVC# _____
 Exp. Date _____ Phone () _____
 Billing Address same as: Section A Section B Below:
 Address: _____

City/State/Zip: _____
 -OR- Payment (check) enclosed \$ _____

**Return with credit card information or check made payable to Wisconsin Restaurant Association, 2801 Fish Hatchery Road, Madison, WI 53713.
 Email: aliautaud@wirerestaurant.org • Fax: 608-270-9960**

Name (please print) _____
 Date _____

OFFICE USE ONLY

Date Received _____ Exhibit Space _____ Total Price _____ Member Non-Member 1
 Booth Assigned _____ Logo Upgrade _____ Amount Received _____ ACCOUNT # _____ 2
 New Exhibitor Yes No Extra Categories _____ Balance _____ 3

General Rules and Regulations

Show Purpose

The Wisconsin Restaurant Association Midwest Foodservice Expo is a trade show designed to provide a showcase and selling opportunity for goods and services, either specifically designed for or customarily used by the foodservice and lodging industries. The Wisconsin Restaurant Association (hereafter referred to as WRA) reserves the right to refuse rental of display space to any company whose display is not, in the opinion of WRA, likely to be compatible with the general character and objectives of the trade show. Whenever possible, space assignments will be made by the WRA according to exhibitor preferences. WRA, however, reserves the right to make final determination of all space assignments in the best interest of the trade show.

State and Local Codes

Exhibitors are responsible for all state and local codes. Each exhibitor is charged with the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention and public safety, while participating in this trade show.

Liability

WRA shall not be responsible for any loss, damage or injury that may occur to the exhibitor, or his employees or property from any cause whatever, prior, during, or subsequent to; or in connection with said trade show. Exhibitor will hold WRA harmless from all claims for damages or injuries to the building, booth equipment, other exhibits, guests, employees, members of the public, or other persons arising through the act of the exhibitor or the employees, sponsors, servants or guests, occurring during, prior or subsequent to or in said trade show and the approaches or entrances thereto, by virtue of exhibitor's occupancy. In the event the Exhibition Hall's premises, or any part thereof, is damaged by fire or if for any reason, including, but not limited to, strikes, lockouts, failure of utilities, acts or potential acts of terrorists or demonstrators, acts of war or God, order or directives of any governmental official, agency or authority, failure of Exhibition Hall to perform any obligation or duty to or for the benefit of Show Management or the occurrence of any other event or circumstance not within the reasonable control of Show Management which in the opinion of Show Management renders fulfillment of this Exhibit Contract by Show Management impossible, Exhibitor hereby expressly waives, releases and discharges Show Management and the owner or manager of the Exhibition Hall, and their agents, from any and all demands, claims, actions and cause of action, in law or in equity, arising from any such causes. It is required that exhibitors obtain insurance coverage, at their own expense, which is adequate for coverage of loss or damage to property and liability for personal injury.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither WRA, its service contractors, the management of the exhibit hall nor any of the officers, directors, or staff members of the same are responsible for the safety of the property of the exhibitors from theft, damage, fire, accident, vandalism or any other cause, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is the exhibitor's responsibility to obtain the necessary copyright licenses should the exhibitor decide to play music in their booth. The exhibitor will hold harmless, indemnify and defend the Wisconsin Restaurant Association due to the exhibitor's failure to obtain such licenses.

General Rules and Regulations

The exhibitor further agrees that this is a lease of space only and an exhibit booth including 8' high back drape and 3' high side drapes and a 7" by 44" exhibitor identification sign. Exhibitor is responsible for acquiring any other exhibit space services or decorations at the exhibitors expense. This includes rental of furniture, decorations, equipment, drayage, electrical, gas, sewer, water, telephone, labor, or any other service or products used in connection with said exhibit.

Each exhibitor shall have regard for his fellow exhibitors and further shall be responsible for providing personnel and merchandise inside rented exhibit space throughout the entire show including all hours specifically designed for viewing of exhibits. Exhibitors shall abide by height regulations as outlined in the exhibitor prospectus. Any exhibit, sign, equipment or anything in the booth which extends past the height of the exhibit drapes on the sides or the back of the booth must be decorated or covered to the satisfaction of the WRA management.

All exhibits must remain intact and be staffed until the official closing of the Expo on Wednesday, March 13, 2019. Failure to do so may result in the loss of priority placement or the ability to exhibit in the 2020 Midwest Foodservice Expo.

Exhibitors will further refrain from causing any interference with other exhibitor's light or any other features or part of said exhibit space. Aisle space cannot be used by exhibitor employees, models, entertainers, robots or any other agents of exhibitors for exhibition purposes.

The use of helium balloons or any other articles which, when released may become caught or lodged on the show facility ceiling is prohibited. Exhibitors will not sublet, assign, or apportion the whole or any part of contracted exhibit space, nor permit the display therein of any part of contracted exhibit space, nor permit the display therein of any goods or services other than those offered by the exhibitor in the regular course of business, nor permit any person or organization not authorized by WRA as an exhibitor to display, solicit business, or take orders in its space without written permission from WRA show management. Any exhibitor knowing about or suspecting the presence of an unauthorized individual inside the trade show shall be obliged to inform WRA show management immediately.

No exhibitor shall sponsor, promote, or encourage hospitality suites or rooms used for conducting business during official show activities including all show hours, social events, educational seminars or any other WRA sponsored convention activity without prior permission from WRA.

Exhibitors shall abide by the noise regulations as outlined for the use of loudspeakers, microphones or any other device to amplify sound in their exhibit booth. If any food or drink samples are served in the exhibit space, the exhibitor responsible for said space shall furnish waste containers so that aisle space does not become cluttered with paper cups, spoons, toothpicks, and other refuse. Proper floor covering shall be provided by the exhibitor at the exhibitor's expense to protect the floor in exhibitor's booth from becoming soiled by any food or drink products served in said booth. Bags passed out shall be limited to a size of 14" x 16".

Any exhibitor of any beer, wine, liquor or any other alcoholic beverages must observe all rules, regulations and policies of the WRA show, facility management and any representative or other management agency which may be designated by said facility management to have jurisdiction, priority or permission to control the sale, dispensation, and/or exhibition of said beverages. Exhibitor assumes all responsibility for obtaining knowledge of all rules, regulations and policies and failure to observe said rules may result in expulsion from the show and forfeiture of any and all booth payments.

WRA Show Management

WRA reserves the right to dispose of any space which is not paid for in full, and to dispose of any space which is paid for, but not occupied at the start of the show. WRA may cancel the contract of any exhibitor in the event of any violation of the rules and regulations set forth in this contract, or upon violation of any other show rules which WRA shall establish and make known to the exhibitors regarding said show. All exhibit aisles remain under the jurisdiction of WRA and any exhibitor may be required by WRA show management to move out of the aisle at anytime during the show. WRA further reserves the right to add any rules, regulations, instructions or guidelines to become part of this contract upon informing exhibitors of said changes. All matters not covered in this contract shall be subject to the judgement of WRA management and any decision made by WRA management shall be final.

Jurisdiction and Venue

For any disputes arising under this contract, jurisdiction shall be in Wisconsin and venue shall be in Dane County.

***No one under 16 shall be allowed in the convention. This is to include the move-in and move-out process as well.**

All submitted contracts, regardless of payment, accepted by the Wisconsin Restaurant Association are binding and must observe the reservation policy as outlined on side one of this exhibit contract.

Guidelines

Non-union Hall

Exhibitors can bring booth furnishings into the facility and set up their own exhibit (except utility connections) without using the show contractor. Exhibitors are allowed to unload/load their own vehicle and transport their equipment to/from their booth. However, the only forklifts and pallet jacks permitted are those owned and operated by the general contractor. Material handling charges apply when using freight carriers, exhibitor appointed contractors or when exhibitors require assistance in delivering exhibit materials.

Exhibitor appointed contractor rules apply when hiring outside providers.

Alcohol Sampling

There are no corkage fees at the Midwest Foodservice Expo. However, exhibitors sampling alcohol must contact Levy Restaurants, the official caterer and liquor license holder for the Wisconsin Center, and hire their licensed bartender to pour samples. Based on the 2018 Expo, the estimated cost of a bartender is \$650 for 17 hours of service. Contact Levy directly at 414.908.6152 for 2019 rates and sampling sizes.

Exhibitor Responsibilities

Exhibitors will be responsible for: Furniture, carpeting, utilities (electricity, phone, IP, gas, water or drain), freight and material handling, storage of crates and empties, electronic lead retrieval, and labor and other services for your booth that are charged separately.

Exhibitor Appointed Contractors

Definition: An exhibitor appointed contractor (EAC) is any company other than the designated official contractors that provide services for an exhibitor.

For services such as electrical, plumbing, telephone, standard decorating equipment (such as pipe & drape, tables, chairs, carpeting for in-line booths, etc.), vacuuming, cleaning and drayage, no contractor other than the official contractor will be approved. The exhibitor shall provide only the material and equipment that he owns and that is to be used in his exhibit space.

The general contractor is the only company authorized to operate any forklift or motorized pallet jack inside the convention center or on the docks of the center.

EACs are allowed to install and dismantle custom exhibits, provide custom props, custom furniture, and custom flooring. EACs are allowed to provide custom cut carpeting for island exhibits only. The exhibitor must use the forms in the Exhibitor Service Kit requesting authorization to use an EAC.

EACs will be charged the appropriate material handling (drayage) fees for all freight brought in on an EAC vehicle, warehoused, or shipped direct to show site.

The EAC is responsible for adherence to all rules and regulations including those regarding badges and booth height regulations.

Admission Guidelines

- A show for the trade - Attendance is open only to people that work within the foodservice or hospitality industry.
- Adults only - Children under 16 years of age are not permitted at any time, including move-in and move-out.
- No sales in the aisles - Solicitation at the Expo by non-exhibiting suppliers is strictly prohibited.

Midwest Foodservice Expo – Product Category Code List

(See Section E of the Exhibit Contract)

0999 Accountants	0019 Chef Clothing	1110 Doughnut Products
1000 Accounting Systems	0005 Chili	2056 Draperies/Curtains/Window Treatments
3002 Advertising Services & Specialties	2031 Chinaware	1112 Drive Thru Service Equipment
3005 Advertising; Digital/Computerized	2024 Chocolate Products	
1001 Air Conditioning Equipment	1046 Choppers; Food	2059 Educational Materials
1003 Air Duct Ventilation Cleaning	0002 Cigars/Cigar Accessories	0029 Egg Products
1002 Air Purification & Dust Collecting Equipment	2034 Cleaners; Oven	1343 Embroidery
1004 Alarm Systems	2036 Cleaners; Window	1152 Employee Benefits; Non-Insurance
1008 Apparel	2037 Cleaning Products	3009 Employment Recruiting
1006 Appetizers	2038 Cleaning Services	3012 Employment Services
2003 Aprons	1047 Cleaning Systems; Drain & Sewer	1117 Energy Conservation Equipment/Ideas
1325 Aquatic Tanks & Supplies	1048 Cleaning Systems; Pressurized	3013 Energy Management Services
3003 Architecture; Layout & Design	1049 Clocks	1317 Entertainment
1099 Art	0047 Closed Circuit Television	0030 Entrees
1103 Asphalt Maintenance, Repair, Striping	4003 Cloud-Based Accounting/Bookkeeping	1120 Equipment
0010 Associations; Trade	4004 Cocoa & Chocolate Beverage Products	1121 Equipment; Leasing/Rental
1111 ATM Machines	1279 Coffee	3015 Equipment; Services & Parts
1113 Attorneys	1053 Coffee Urns & Makers	1122 Equipment; Used or Refurbished
2005 Awnings	1055 Communication Systems, Services and/or Equipment	1127 Espresso/Cappuccino Equipment
	1056 Compactors; Waste	4006 Espresso/Cappuccino Products
0001 Baked Goods; Fresh and/or Frozen	1057 Computer Security	1126 Ethnic Foods
1009 Baking Equipment	1058 Computerized Hotel Management Software	3016 Exhaust System Cleaning
1010 Baking Ingredients	1059 Computerized Restaurant Management Software	3019 Exterior Design and/or Outdoor Services
1014 Baking Supplies	1060 Computers	3017 Exterminators
2130 Banking	1310 Concession Equipment & Supplies	
2131 Banners, Murals, Etc.	1061 Condiment Holders	1129 Fans; Electric & Ventilating
1011 Banquet Equipment & Supplies	1062 Condiments	0033 Fats & Oils; Cooking
1012 Bar Equipment & Supplies	1272 Conservation Equipment/Ideas	0034 Faucets
1013 Barbecue Products and/or Machines	1005 Construction/Remodeling/Repairs	2062 Filters; Air Conditioning
1299 Bars; In-Room & Portable	1007 Consultants; Accounting & Financial	2063 Filters; Cooking Oils
1016 Bases & Legs; Table & Booth	3008 Consultants; Foodservice	2065 Filters; Exhaust System
2011 Bathroom Accessories & Equipment	1063 Consultants; Selling A Business	2066 Filters; Water
4000 Beer & Ale	1064 Convention & Visitors Bureaus/ Chambers Of Commerce	2067 Financial Services
1019 Beer Service Equipment	1066 Conveyors	1131 Fire Extinguishers & Suppression Equipment
4002 Beverages; Alcoholic	1067 Cookies	1132 First Aid Equipment & Supplies
4001 Beverages; Non-Alcoholic	1068 Cooking Equipment	0035 Fish & Seafood; Fresh & Frozen
2250 Biodegradable Products	1070 Coolers; Beverage	1349 Fixtures; Food Service
3000 Blast Chillers	1072 Costumes	2070 Floor Products
1020 Blenders	1073 Counters; Serving & Kitchen	2071 Floor Safety
1021 Booths	0020 Crackers	1138 Food Brokers
1282 Braising Pans	3010 Credit Cards and/or Processing	0039 Food Distributors
1283 Branded Concepts	2041 Culinary Software	0040 Food Manufacturers
1600 Breeding & Batter Machines	2042 Cups; Disposable	2128 Food Packaging
0009 Breeding & Batters	2044 Cups; Thermal	1156 Food Pantry
0007 Breads & Rolls	1289 Currency & Coin Counters	1137 Food Safety
0008 Breadsticks	1311 Custom Built Kitchen Equipment	2129 Food Transportation Units; Hot & Cold
0100 Breakfast Items	1312 Customer Feedback Solutions	0087 Foodservice Ideas
1023 Breath Testing; Alcohol	2045 Cutlery	1291 Footwear
1025 Broilers; Electric	2047 Cutting Boards	2073 Formalwear
1026 Broilers; Gas		4007 Fountain Syrups & Flavors
2019 Brooms		3021 Franchises
		1139 Freezers
1029 Cabinets; Display & Refrigerated	0024 Dairy Products	0004 Frozen Beverages
1030 Cabinets; Food Warming & Convection	0025 Dairy Substitutes	2079 Frozen Custard
1286 Cabinets; Holding	2048 Decorations	1307 Frozen Foods
1033 Cafeteria Equipment & Supplies	0048 Deli Meats, Cheeses & Supplies	0043 Fruits
0012 Camera Surveillance	0050 Delivery Products	0044 Fruits & Vegetables; Canned
1024 Candles	2199 Delivery/Take-Out Services	0045 Fruits & Vegetables; Fresh
0013 Candy	2049 Deodorizers	0046 Fruits & Vegetables; Frozen
1037 Canopies	0026 Dessert Products	1142 Fryers
1341 Carbonation; Services & Supplies	0027 Dietetic Foods	1144 Furniture/Furniture Accessories
3006 Carpet Cleaning & Equipment	1298 Dinnerware	1296 Furniture; Pool & Patio
2026 Carpets & Rugs	1087 Discount Programs	1297 Furniture; Repair/Reupholster
1040 Carts; Food Service	1086 Dishwashers	
1041 Cash & Carry Restaurant Supplies	2053 Dishwashing Compounds	1098 Games
1339 Cash Balancing Systems	2054 Disinfectants	2075 Garbage Containers; Metal or Plastic
1042 Cash Registers & Supplies	1088 Dispensers; Beverage	1342 Garlic Products
2029 Catering Supplies & Equipment	1094 Dispensers; Liquid Foods	1114 Gas
1315 Ceiling Cleaning	1095 Dispensers; Liquor	1115 Gift Certificate/Gift Card Services
1313 Ceiling Systems & Supplies	1097 Dispensers; Napkin, Straw, Cup, Lid	1149 Glass Washers
1359 Cellular Phones; Services & Products	2000 Dispensers; Paper Towel	2077 Glassware
2030 Chafing Dishes	1108 Display Cases	2076 Gluten-Free Food Options
1043 Chairs	1218 Disposable Supplies	0090 Gourmet Foods
1478 Check Encoders	1107 Disposers; Garbage	2078 Government Agency
1287 Check Verification & Recovery	1106 Distributors; Broadline	1146 Graphic Design
0015 Cheese	1109 Doors	1150 Grease Removal Services
0017 Cheesecakes		1186 Grease Trap Maintenance Products/Services

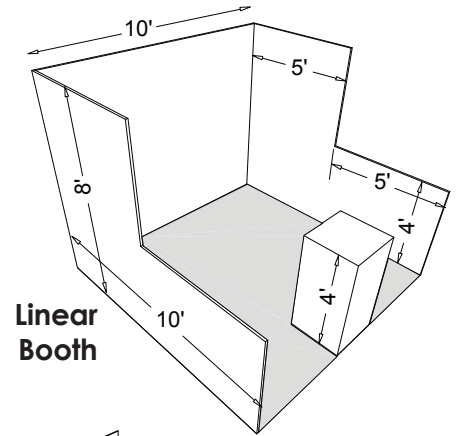
1151	Griddles & Grills	1187	Office Supplies	0093	Snack Foods
2080	Guest Checks	1189	Oils; Cooking	1228	Social Media
2083	HACCP Compliance/Products	1190	Olives	1230	Soda Fountain; Products & Equipment
2074	Handwashing Stations	1194	On-Line Order Entry	1233	Softserve Mixes & Dispensers
2081	Handyman Services	1196	Organic Foods	0094	Soup Bases
2082	Hats & Caps	1183	Ovens	0095	Soups
1153	Health-Related Products/Services	1281	Ovens; Cook & Hold	2145	Souvenirs
1154	Healthy Food Options	1184	Ovens; Microwave	0031	Specialty Equipment
0051	Hors D' Oeuvres	1188	Paging Systems	0097	Specialty Foods
2084	Hoses; Gas, Quick-Connect	1347	Painting; Interior, Exterior, Custom	0099	Specialty Services
2181	Hot Food/Steam Tables	2193	Paper & Paper Products	3040	Stainless Steel/Metal Fabrication
2086	Hotel Amenities	2121	Party Decorations & Supplies	3041	Steam Cleaning Equipment
2085	Hotel Equipment & Supplies	0070	Pasta Products	1236	Steam Cookers
2088	Human Resource Services	0071	Pastry Products	1239	Stools; Bar & Counter
0052	Ice Cream	3032	Patio Supplies	2097	Supplies; Foodservice
0053	Ice Cream Cones	3033	Payroll Services	2096	Syrups
1162	Ice Cream Freezers	3036	PCI Compliance	2154	Table Skirting
1163	Ice Dispensers/Ice Storage	1321	Pest Control Services	1323	Table Tents
1164	Ice Makers	1322	Photography	2150	Tablecloths & Napkins
0055	ID Checking Systems	0073	Pies; Baked & Frozen	1242	Tables
1165	Incentives; Customer	1191	Pizza Equipment	2196	Tableware
1166	Indoor Air Quality	0075	Pizza Products	4019	Tea
2010	Infant Changing Stations	2124	Place Mats	1245	Tea Making & Dispensing Equipment
2013	Information Kiosk	2127	Plasticware	1246	Telephone Systems & Products
3027	Insurance	1182	Plumbing Services	1300	Television Products
3025	Insurance; Health, Life, Dental or Vision	0014	Point of Sale Systems	1301	Tents
3026	Insurance; Property/Casualty, Worker's Compensation	1350	Popcorn & Equipment	1250	Time Recorders
3028	Interior Design	1357	Pork Products	1251	Toasters
2009	Internet Services	0076	Potato Products	0105	Toppings; Dessert
2012	Inventory Control	0077	Pots/Pans/Kettles	2165	Towels; Cotton or Linen
0054	Jams, Jellies, Marmalades & Preserves	0078	Poultry Products	3014	Training; Employee
2090	Janitorial Supplies	0016	Pre-Employment Screening	3011	Transportation
4011	Juice; Fruit & Vegetable	1198	Pressure Fryers	2171	Tray Stands
2197	Kitchen Accessories & Supplies	2133	Printing	2173	Turners & Spreaders
1169	Knife Sharpeners	1303	Produce	2172	Umbrellas; Aluminum or Outdoor
2094	Labels	1302	Produce; Pre-Cut	2198	Uniform & Towel Rental
2093	Ladders	2134	Publications	2174	Uniforms
1319	Laminating; Menus, Signs, ID's	1202	Racks; Dishwashing	2177	Utensils; Cooking
2095	Lamps	1204	Racks; Storage	2179	Utilities
1168	Latin American/Hispanic Products	1205	Ranges; Kitchen	1258	Vacuum Cleaners
1170	Laundry Machinery	1344	Reach-In Coolers	1261	Valet Services
1171	Lighting Fixtures	1346	Real Estate Services	1304	Vegetables
1172	Liquor Portion Control Systems	1203	Recycling Equipment & Services	1305	Vegetarian Food Options
4013	Liquors & Liqueurs	1201	Refrigeration; Gasket Repair	1308	Vehicle Sales & Leasing
1174	Loans/Lending; Commercial	1206	Refrigeration Equipment	1259	Vending Machines
1175	Loss Prevention	1207	Rentals; Party Equipment	1260	Ventilation Systems & Equipment
1176	Loyalty Programs	1208	Rentals; Table & Chair	1262	Video Games
3030	Management Services/Consulting	1215	Reservation Systems	1257	Visitor Information & Services
3050	Manufacturers' Representative	1213	Restroom Cleaning Services	1263	Waffle Products
2101	Marketing Materials & Services	0083	Rice	1264	Wait Staff Call Systems
2102	Mascots	2135	Roofing	1265	Walk-In Coolers
2103	Matches	1209	Rotisseries	1340	Walk-In/Reach-In Cooler Repair & Supplies
2104	Mats; Rubber or Composition	1210	Safes & Vaults	2183	Wall Panels & Partitions, Tile, Wallboard, Etc.
0059	Meat Products; Fresh & Frozen	1211	Safety Products; Personal & Workplace	1345	Wall Treatment
2106	Meats; Game & Exotic	1212	Salad Bars	1277	Warehousing
2107	Menu Boards	0084	Salad Dressing & Oils	1267	Warmers; Beverage & Liquid
3029	Menus; Digital	0086	Salads	1269	Warmers; Dish or Plate
3031	Menus; Printing, Design, Supplies	1214	Sanitation Equipment & Supplies	1268	Warmers; Food/Bain Maries
2112	Microwave Service & Repair	0088	Sauces	1271	Waste Disposal Systems
1178	Mixers; Equipment	1288	Scales; Food	4022	Waste Services
4017	Mixes; Cocktail	3039	Schools & Educational Services	0021	Water
0065	Mixes; Prepared Flour	2132	Screen Printing	1275	Water Heaters
4040	Mobile Kitchens/Trailers	0018	Seasonings & Spices	1274	Water Softening Equipment
4050	Mobile Marketing	5001	Security; Services & Systems	1273	Water Treatment
4060	Mobile Website/App Design/Development	1216	Sharpening Services	1278	Website Design
1316	Music & Entertainment	1220	Shellfish	4020	Wi-Fi
1180	Music Licensing	1219	Shelving & Shelving Products	4021	Wine
1179	Music Systems & Equipment	1221	Shoes	4023	Wine Service Accessories & Equipment
1181	Mystery Shopping	0092	Shortening	4024	Wireless/Handheld Devices
2116	Napkins	2140	Signs	4025	Wood Floors; Installation, Repair, Refinishing
2119	Nutritional Information	1223	Sinks; Kitchen	0106	Yogurt
0066	Nuts	1224	Sinks; Under-Bar	0107	Yogurt; Soft Serve
		1225	Slicers		
		1227	Slush Machines		
		0068	Smoke Ventilation/Isolation		
		0069	Smoked Meats/Fish		
		0072	Smoothies		

Booth Space Rules and Regulations

The International Association of Exhibitions and Events "Guidelines for Display Rules and Regulations" were originally created to promote continuity and consistency among North American exhibitions. Since their introduction, they have become the model for most domestic exhibitions. The Midwest Foodservice Expo follows these rules and regulations to ensure each exhibitor, regardless of size, has an environment conducive to successful interaction with attendees.

Linear/Corner/Perimeter Booth

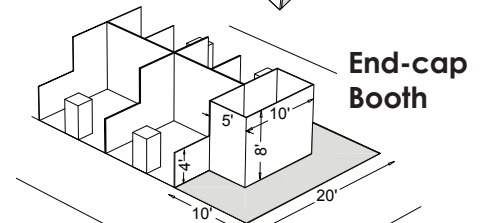
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height is twelve feet (12'). Use of space: display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



Linear Booth

End-cap Booth

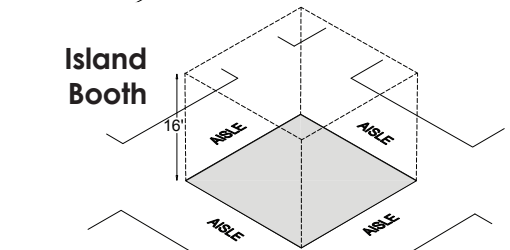
An End-cap Booth is exposed to aisles on three sides and composed of two booths. Use of space: the maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



End-cap Booth

Island Booth

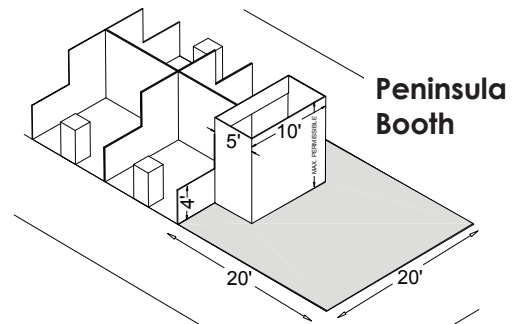
An Island Booth is any size booth exposed to aisles on all four sides. Use of space: the entire cubic content of the space may be used up to the maximum allowable height, sixteen feet (16'), including signage.



Island Booth

Peninsula/Split Island Booth

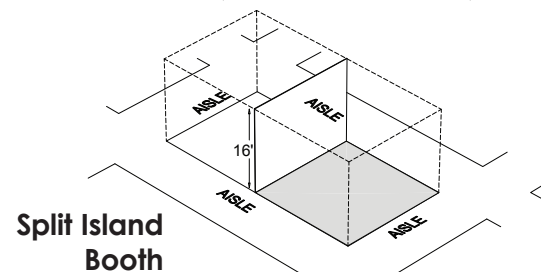
A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth." Use of space: Double-sided signs, logos and graphics shall be set back ten feet (10') from adjacent booths. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall. For a Split Island Booth, the entire cubic content may be used up to a maximum height of sixteen feet (16'). There are no backwall line of sight restrictions.



Peninsula Booth

Canopies and Ceilings/Hanging Signs and Graphics

Canopies, including ceilings, umbrellas and canopy frames can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of space for Linear or Perimeter Booths"). The base of the canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches. This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, to a maximum height of sixteen feet (16') from the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging signs and graphics should be set back ten feet (10') from adjacent booths. Approval for the use of hanging signs and graphics should be received at least 30 days prior to installation. Drawings should be available for inspection.



Split Island Booth

NOTE: Special authorization may be granted for displays that would normally have a 16' height restriction, but are now seeking a 20' height allowance. Requests must be made to WRA at least 30 days prior to move-in.